

### **13. BASIC FUNCTION OF POSITION**

Independently directs all operations of the Information Resource Center (IRC), responding to inquiries for basic and complex information primarily from host country audiences, and Embassy sections. Analyzes inquiries and as necessary contacts requestor for clarifications. Completes research with a wide range of traditional and electronic resources. Identifies items of interest for Embassy audiences and distributes. Maintains record of outreach projects. Monitors International Information Programs (IIP) website and cables for new products of interest on MPP topics. Tracks IRC materials and resources and prepares requests for replacement/supplementary materials. Works with binational centers on information requests they cannot fill on their own.

Prepares the annual IRC plan to support Mission Strategic Plan (MSP) goals. Develops and maintains personal contacts with the highest level target audience members. Organizes and executes innovative outreach programs to youth, students and key audiences in a variety of formats--including CO.NX platform technologies-- in American Spaces (American Corner, CCPA) and Embassy. Takes the initiative to fulfill special programs such as the Amazon-State Dept. Kindle program, creation of the first Science Corner in Paraguay, gaming initiative, and mobile book programs for public libraries.

### **MAJOR DUTIES AND RESPONSIBILITIES**

1. IRC Management: Develops and manages the IRC in accordance with MSP objectives and priorities. Oversees all research and reference services, and ensures authoritative information about the U.S. is received by the target audience. Devises strategies for cost-effective, automated means of handling information inquiries. Reviews IRC capabilities and develops ways of optimizing the technology of posts' information services.

Prepares IRC contributions to PAS budget submissions. May advise the PAO of strategies for managing resources to assure maximum cost effectiveness and productivity. Prepares analytical reports and writes briefs on special IRC programs and problems; insures adequate IRC records and statistics are maintained for Post managers and other requirements.

Independently develops an IRC Annual Plan that supports MPP goals. Submits monthly reports to the IRO and prepares IRC-wide reports. Coordinates with the Press Specialist and Webmaster for publication of appropriate content related to IRC and IRC-partner programs and services. Advises Embassy's American officers and FSN Specialists and those of other agencies on services and information products provided by the IRC that support Post's MPP and USG Policy.

Initiates and implements new IRC information products. Oversees production and countrywide distribution. Maintains knowledge of developments in American policy, as well as political and cultural life. Reviews and keeps up to date with U.S. news development that have impact on formulation of American policy.

2. Outreach/Public Programs: Provides leadership in promoting awareness of American policies and positions in contemporary affairs through a variety of innovative outreach activities geared towards youth, student and key VIP audiences. Responsible for planning, administering and delivering targeted information delivery programs, which include multiplebook donations (during VIP events, IRO visits and PD events), coordination of mobile book library project, creation of new science corners & American bookshelves, distribution of FORUM and IIP publications, , instruction in the newest internet research techniques, usage of eLibrary databases and other targetedspecial distributions or programs.

Provides program support to other Public Diplomacy events and creatively integrates IRC outreach programs within them. Supports the Roosevelt Library of the Paraguayan-American Cultural Center (CCPA) Asuncion and the American Corner in San Lorenzo with book donations, provision of other needed materials and development and implementation of innovative outreach initiatives such as promotion of eLibrary USA and gaming (videogames/boardgames) initiatives. Serves as consultant and

advisor to CCPA BNC Library System championing the improvement of library infrastructure and implementation of best practices in U.S. public library systems.

Maintains country-wide responsibilities to deliver information and programs that support American policy. Develops programs in information technology to showcase USG information products. In this context, works closely in executing programs such as the Amazon-State Department Kindle eReader initiative, production and promotion of local CO.NX (webchat) programming, distribution of external CO.NX programming and production of occasional public diplomacy videos for outreach efforts. Works closely with other members of the public diplomacy (PD) program team to enhance PD sponsored programs such as the U.S. Speaker program and IVLP exchanges. Serves as liaison and procures content for information placement with Canal Arandu Rape (Ministry of Education and Culture's Public TV), TV Chaco and other media content users with providers of content such as Voice of America, State Department's Global Video Acquisition's Office and ITVS.

Maintains highest-level contacts in area of subject specialty. Attends local, national and international conferences to maintain and expand contact list. Facilitates meetings between IRO and high-level contacts. Designs innovative promotional materials and develops marketing strategies highlighting MSP themes, PD programming, IRC products, programs and services.

Serves as back-up and occasional program assistant to the Cultural Specialist in programs such as Ambassador's Fund for Cultural Preservation, SUSI institutes, IVLPs and other information-intensive scholarship programs. If available, assists the English and Youth specialist in interviewing candidates for Access, BTFF and Youth Ambassador programs.

3. Research and Reference: Responds to daily and constant inquiries for in-depth information from target audiences (e.g., government figures and other policy makers, the media, researchers, students, and information requesters), Public Diplomacy, and the wider mission. Serves as back-up in responding to questions related to Public Diplomacy programs that are managed by the Cultural, English and Youth specialists. Analyzes content of the inquiry and, if needed, contacts the client to discuss and clarify the request. Researches inquiry after consulting Public Diplomacy program guidelines; provides access to U.S. government, legal and legislative documentation or other appropriate resources. The research is completed using a wide range of traditional and electronic resources including, but not limited to, the Internet, commercial on-line databases, and U.S. government sources.

4. Collection Development: Responsible for planning and administering information selection, procurement and budget. Determines the appropriate mix of print, video, media and electronic based resources for the IRC program. Selects databases, video, and media materials, such as U.S. Government Printing Office publications, Global Video Acquisitions video catalogue, Congressional and other USG documents, think tank reports, and databases for the IRC collection and placement within IRC media partners. Prior to selection, assesses content of material for authority, relevance and balance, as well as for contribution to MSP goals.

May administer the IRC deposit accounts, ensuring sufficient funds are available for immediate purchase of publications as the need arises.